

08 SEP 1976

MEMORANDUM FOR: Deputy Director of Security

STATINTL FROM : [redacted]
Chairman, Security Management Advisory Group

SUBJECT : OS Reaction to "DDA Exchange" Magazine

1. Reference is made to your verbal instructions of 17 August 1976, at which time you requested that the Security Management Advisory Group (SMAG) conduct a limited and discreet survey to determine OS reaction to the new DDA publication titled "Exchange."

2. Inquiry disclosed that the Office receives approximately 20 copies, and these are distributed equally among the three OS Directorates. It is the responsibility of each Directorate to schedule and control dissemination. We have learned that [redacted] Office has not received a copy of the two issues published thus far; therefore, we assume that distribution does not include [redacted] Inquiry further disclosed that the DDA has no plans to publish sufficient copies for all employees. STATINTL

3. A total of thirty employees, including SMAG members, were contacted. The reactions, while mixed, were generally favorable. Among the positive factors mentioned were: STATINTL

- a. The magazine is a limited but effective method of exposing the activities and problems of other disciplines.
- b. The concept of "communication" is addressed and the technique, if consolidated with other approaches, should contribute significantly to a successful interchange of ideas.
- c. The approach that Exchange is "ours" has appeal. A publication by and for personnel of the DDA allows an impression that matters of internal concern can be discussed somewhat informally.

4. As stated, negative comments were outweighed by positive comments; however, some negative comments include:

- a. Cost. By far, the cost factor was the predominant issue. A "slick" paper publication was assumed to be extravagant. A less costly printing process would be subject to less criticism. Concern was also expressed regarding the number of man hours required to prepare this publication.
- b. Both issues published thus far have too many photographs. If the publication is to be continued, the space could best be utilized by more text and fewer graphics.
- c. Some concern was voiced that the articles may evolve (or regress) to cosmetic and self serving image projections.
- d. Concern that the publication might be deemed as a panacea for all communication problems. At best, it has inherent limitations and should be one of many approaches used concurrently.
- e. Articles should be included only if they meet the standard of having an overall interest to all components in the DDA. This standard would preclude self serving image projections.

5. It was determined that the writing quality of the articles range from near professional to awkward amateurism. This was considered a plus for an "in house" publication. This magazine should not read or appear to be a professional media product. Diversified style is essential to the credibility of this publication, and to effectively promote the concept that this is a product by and for the employee.

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